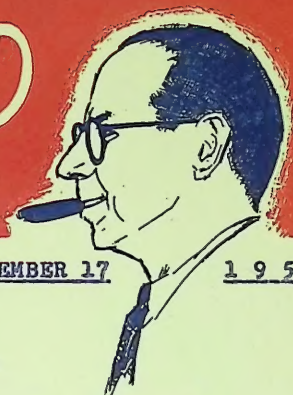


Ballyhoo



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THIS IS THE MONTH ...

Tradition has it that December **MUST** be a bad month for those of us in the business of purveying entertainment to the masses ... Some managers accept that as an inviolable truth ... sit back and hopefully await the arrival of January. After all, people are out shopping, spending all their cash on gifts and what not ... and if they aren't too tired by the time they get home, then they're broke ... Silly to expect them to take in a movie ... so why bother?

BUT ... there's another type of manager ... the guy who doesn't like bright crimson figures on his weekly reports any better than we do ... He says "Nuts" to tradition, and reasons it out thus:

Sure the little lady is all whacked out from her shopping spree ... she's just plain fed up. Junior gets on her nerves ... then friend hubby comes waltzing in, hungry as a bear, and she has to placate the inner man ... After that the dishes, and she's had about enough. Can't stand the old homestead any longer ... Gotta get out before she goes absolutely nuts ...

And what better place to relax for a couple of hours than her favourite movie? Makes sense, doesn't it? So ... Number two manager works twice as hard during

December, slanting all his advertising to appeal to his femme trade ... Offers added inducements in the way of a cup of tea for madame ... or some extra little screen attraction designed to lull her shattered nerves ... Any one of a dozen gimmicks with which most of us are familiar through usage over many many years.

So what happen? The "Never Say Die" guy has nothing to worry about ... He knows that business **MUST** be better than if he hadn't tried, and if it isn't, it's not for lack of effort. There's a great deal of satisfaction in that knowledge.

Where do you fit in fella? I know ... but do YOU? This whole message is wasted if you just throw up your hands and say ... "Sorry, this is December."

D.E.K.



THANKS MR. FITZGIBBONS

I have a note from our Boss Man ... commenting on the material I sent up with our last issue of BALLYHOO ... and I quote:

" Dan - this is a wonderful pile ... and I do mean "pile" of fine merchandising material and effort. Please give your Group "A" and "B" November winners and those in the Box scores, a cheer for me."

Thanks Mr. Fitzgibbons ... Your nice comments on our BALLYHOO, and the job this gang is doing, is one of the things that keeps us really slugging. Our present objective ... More and bigger "piles" of merchandising evidence with each succeeding issue.

X.X.X.X.X.X.X.X

ONLY "X" SHOPPING DAYS LEFT TILL XMAS.
WHAT ARE YOU DOING TO SELL THOSE "EXTRA"
BOOKS OF F.P. TICKETS? ...

X.X.X.X.X.X.X.X.

NEW DOORMAN'S LOG

A few days ago you received a note from Dick Geering, and sample of the new doorman's log ... Please requisition a supply of the new forms, and scrap your old ones. Make sure that your doorman is properly instructed in their use ... and more important ... that he USES THEM ... regularly, from the time he comes on duty until he leaves. These forms are his protection ... and YOURS.

X.X.X.X.X.X.X.X

CONGRATULATIONS EARL

Earl Gordon, one of the lads in Al Troyer's statistical department is a papa ... for the second time, and kinda proud ... The newcomer, a son - Richard Earl - and a brother for daughter Darleen Ellen, now seven and a half ... Mrs. Gordon and Junior doing well, thanks, and Earl ... well, he's taking the bows.

Congratulations to the Gordon clan from all our BALLYHOO family.

X.X.X.X.X.X.X.

ALL SET FOR YOUR MIDNIGHT SHOWS ...?
BOXING DAY AND NEW YEAR'S EVE. WHAT'RE
YOU WAITING FOR? ... GET CRACKIN'.

X.X.X.X.X.X.X.

COURTESY IS CONTAGIOUS

I've had some requests for a staff screening of this subject ... but a few are still sitting back hoping I'll forget ... Aren't you interested guys? Let's hear from you ... Toot sweet.



Ballyhoo

SOS

SPOTLIGHT ON SHOWMANSHIP

So ... how do you feel now? ... after studying the score-board for November. I hope that you noticed that each of the prize winners just happened to be one of the lads who by some very strange coincidence took advantage of my offer of points for all BALLYHOO turned in during the two weeks immediately preceding the formal start of our S.O.S. deal ...

T'aint no accident, guys ... Those who just sat and waited for the big stick to start swingin' ... are still just sitting and waiting. I won't mention any names ... Just take another gander at the score-board and I'm sure those names will light up like neon tubes ...

Those who tried ... and all of them have a reputation for consistency ... just walked off with the prizes, which is as it should be. However, I want to emphasize again ... the first month's results do not necessarily write finish to the contest ... There can be a lot of upsets, and usually are. Lots of room at the top for all wide-awake showmen ... It's up to YOU, and no one else, whether or not your name heads the list for this and subsequent months. I'm sure Art Cauley isn't just going to sit back and let friend Harvey win in a walk ... He's got a few surprises in store for our Northern dynamo ... How about the rest of you?

In case I forgot to mention last week, My very sincere congratulations to the winners, and those who tried hard enough to wind up in a "place" spot. Your prizes are on their way. Hope you like them.

BEATIN' THOSE OLE "B" DRUMS

I don't see nothin' in the trade press this week ... nothing that is, concerning our group of Ballyhoosers ... Could be that they're a little stuck for space at this time of year, or perhaps you just haven't bothered reporting some of your activities to them ...

Be that as it may ... the lads on the trade mags. have been pretty doggone good to us in the past, and I'm sure that if you keep feeding them good copy, some of it must wind up in their columns ... So-o-o ... it's up to you.

Now I suppose we should get down to business ... and report our gang's activities during the past week. Incidentally, still two abstainers ... our two live-wires up in Timmins ... whassa matta guys ... we kinda miss you in these pages, so how about getting on the active list again?

Otherwise our coverage from this district is 100% ... which naturally is as it should be. Keep it up gang ... I'm sure even if you won't admit it that you're getting just as big a kick out of this as I am ... huh?

Now let's get on with the show ...

TIVOLI - HAMILTON

The Spectator's "Pick-A-Present" page still featuring a good sized Tivoli ad, in return for some Oakleys used as customer bait ... This will go on through Christmas.

After several postponements, REAR WINDOW finally hit the Tiv, and even though the delays killed a pretty fancy "Miss Terso" contest which Don had in the bag, Beautyland Salon came through with a cut of Grace Kelly in one of their daily ads.

Don called Jane Baker ... the gal who's taken over Johnny Robinson's column, and informed her that anyone wearing a leg cast would be admitted free during the run of REAR WINDOW. This item made the head of her column.

The minute Don was advised of the "Grey Cup" footage in his news he hotfooted it over to C K O C and arranged with the sports casters to use the item on several of their regular daily newscasts.

PALACE - GUELPH

All we have from Herb in the way of newspaper promotion is a good scene on BEAU BRUMMEL on an off-theatre page ... A double-truck he was working on just didn't materialize.

Vorvis Restaurant still handing out hundreds of packs of book matches each week ... with a good Palace ad on the inside cover.

ALGOMA - SGO

Both Lis' Style Shop, and the G.P.R. Travel Agency put in good windows for Norm on his current attraction BETRAYED.

The outer lobby carried an excellent Winter Festival of Hits display as well as a good display pushing the sale of Books of F.P. Tickets ... Looks like that's it from Norm this week.

GRANADA - HAMILTON

This week Paul chose SWORD IN THE DESERT as his Ballyhoo picture and clicked nicely for a swell deal with the Hamilton Arena ... also wound up with a good window tie-up contest ... It took a little doing, and months of missionary work, but the Forum came through with a five foot banner in a most strategic location ... just inside the front doors, where the customers couldn't possibly miss it ... Since the Forum was headlining the Sugar Ray Robinson fight, there were plenty of customers. His feature copy tied in very nicely with the Forum's attraction.

Paul dreamed up a window contest with a local tailoring shop which drew quite a bit of comment ... In the window he placed a glass bowl containing some white sand, with a dagger stuck in it ... The idea was to guess the weight of the sand, with a few ducats as prizes ... Good art and copy decorated the window, with the tailor's copy suggesting that "There was no guesswork when they measured you for a suit" ...

Howard's Credit Jewellers, a very Ballyhoo-minded outfit, went for a one week Christmas contest, offering some 500 prizes. Full windows feature Paul's attractions in each of the merchants three stores.

This was all arranged before Paul knew for sure whether or not the theatre would be closing down for alterations ... It's closed now ... wonder what happened to the tie-up ... but if I know Paul, the windows are loaded with "Gala Opening" copy ... Correct me if I'm wrong, Paul.

CAPITOL - SUDBURY

Jeff had a little trouble convincing the local manager of the Weston Bread Company of the value of a theatre tie-up ... but when he got through with the gent ... he was all smiles and open to any future propositions.

Banners approximating four by eight feet covered the full sides of all the company's delivery trucks - which cover all of Sudbury and district, with copy reading ... "For Tops in Breads and Pastries, The HIGH (in Quality) AND THE MIGHTY (Good Eating) etc.

Do I have to tell you what picture Jeff was selling? ... This is pretty good Jeff ... but it's only one item ... and I thought we really had you conditioned by now ... Get in there boy ... and how about Charlie taking a crack at some plain and fancy selling?

ROYAL - GUELPH

Ted held an advance screening of WHITE CHRISTMAS for local press, radio, and civic dignitaries on the Sunday evening before opening. I see a nice letter from the Mayor praising the film, and better still, the deejays at C J O Y went overboard in saturating the air with song hits and appropriate theatre credits.

Another good result was an excellent story in the Mercury on WHITE CHRISTMAS and VistaVision ... also a good two column scene on opening day.

A terrific full-page with Love's Appliances was headed, "Let Love's Make it a WHITE CHRISTMAS, etc." ... The page featured press book art and good theatre copy.

Naturally Ted's I SAW deal going strong ... Three good 1-sheet displays were planted at three important down town corner intersections.

CAPITOL - ST. KITS

For BLACK WIDOW, Vern had a double six-sheet made into a sandwich board ... giant size ... mounted it on a trailer, and had it touring the city for two days before opening and during his run.

The daily Morning Melodies program still giving Vern much valuable publicity ... The new Supermarket on the highway continues to use a display at the entrance.

CAPITOL - GALT

Eddie's I SAW deal still enjoying much popularity in the Evening Reporter ... Remember, this is a six day a week deal.

All Grey Cabs carried cards in their REAR WINDOWS, plugging what else ...? naturally the pie of the same name.

C K G R carried good REAR WINDOW plugs on their "Hi Neighbor" program, tying in with a Capitol Quiz. The station also used the Book Ticket transcription supplied by Eddie.

REGENT - OSHAWA

Along with the ever-popular I SAW contest this week, the Times-Gazette ran a good scene on PETER PAN ... on an off-theatre page of course.

Al tied in with the Colgate-Palmolive Company for a free show for the small fry ... Only one catch ... They had to bring in a number of PETER PAN soap wrappers. Colgates ran several ads in the daily, publicizing the deal ... AND ... paid the full cost of the admissions. This looks to me like an excellent deal ... In addition to their newspaper publicity, Colgates arranged for large announcement cards in 50 local grocery windows.

1200 Regent December calendars were distributed house-to-house by local newsboys, and attached to each was a Book Ticket insert with complete details ... Genosha Hotel and Metropolitan Store still using good attraction displays.

PARAMOUNT - PETERBORO

Art was playing GONE WITH THE WIND ... and he didn't miss very much in the way of publicity in re-selling this perennial B.O. nugget to the good citizens of Peterboro and district ...

Cherney's Furniture Store took some nice space in the Examiner headed ... "GONE WITH THE WIND? ... Not When Your T.V. Aerial is Installed by Cherney's ..." cute, what? The Examiner's Merchant's Christmas Shopping Jamboree page again featured the Paramount as the only participating theatre ...

A huge crowd jammed the theatre on Saturday ... and overflowed into the street ... Art had to dust off the old S.R.O. sign and posted it conspicuously in his box office ... along with some catchy copy ... The Examiner picked it up and ran a story on it, along with pics under a banner headline.

Charlotte Credit Jewellers ran a half page ad with an inch deep headline screaming ... "Your Money is Never G.W.T.W. When You Shop at Charlotte Jewellers." ... Art arranged with the Examiner to invite the old folks from all local homes for the aged to be his guests at a showing of G.W.T.W. All were picked up, driven to the theatre and then back to the homes. A three column FRONT PAGE photo in the Examiner, with a good story appeared on the following day. The pic showed some of the folks entering the theatre, with a huge background picture of one of the scenes in G.W.T.W.

A news item in the Examiner's sports column announced the Grey Cup clips in the Paramount newsreel ... Don's "Hollywood Newsreel" still boosting current and coming attractions at the Paramount, in both the Review and Lakefield News ... Both papers also ran good items on Art's invitation to the junior hockey team members to be his guests, and commending Art on his sport-mindedness.

Good two column scenes in both weekly papers on G.W.T.W. and ELEPHANT WALK, which followed it. Nice story on the Pioneer of the Year award to Jack Arthur, appeared in the Examiner and the Review.

The T. Eaton Co. ... a toughie to crack ... came through for Art with a six foot high standee on G.W.T.W. in their large, front window. Elliott's Drugs placed a nice display board in their window, and alongside their new record bar.

Is that all Art? ... I'm just kidding fella ... you're doing fine. Just keep up the good work, and we'll have that guy Robert "Q" up in the Northern wilds, sweating a little ...

SENECA - NIAGARA FALLS

Two, 2-column scenes on THE EGYPTIAN, appeared on off-theatre pages of the local daily ... Twelve good-sized displays were located in important down town windows, as well as 1 three sheet and a couple of ones.

ORPHEUM - SOO

For her holdover of REAR WINDOW, Olga was successful in arranging an excellent window in Moore's Music store, featuring the song "Lisa" which was used as background music throughout the picture.

C J I C also plugged the music each night of the hold-over on their popular "House Party", with plenty of credits for the pic and theatre. During the recent Y's Men's Club Radio Auction, Olga contributed three Oakleys, for which she received daily plugs for her attraction.

CENTURY - HAMILTON

Beautyland Salon ran a 360 line ad in the Spectator, featuring a cut of Peggi Castle, currently appearing in 99 RIVER STREET, at the Century.

Mel's free ad in the Hamilton News, on their Christmas Shopping page, still running, and will continue right through the holidays.

A new contest has been started in the Review, replacing Mel's former co-op ... This full page features a four column star photo, from one of the Century's attractions ... current or coming, with title words hidden in co-operating merchants' ads ... Prizes include \$25.00 from the paper, and a few ducats from you know who. This is to be a weekly feature.

10,000 heralds, and personal letters were mailed to homes in the city and rural routes on WE WANT A CHILD ... a tricky one to sell. 50 good locations were covered with window cards ... Local hospitals were contacted and agreed to support the pic. Incidentally ... business was good.

Mel is still getting plenty of good, FREE plugs over the Kresge Corral radio show every Friday night ... On the same night some good publicity on the Paul Hanover show originating at the local nitery, Brant Inn.

CAPITOL - WELLAND

When Janet got through trying to track down George's entries she was really sizzling ... I don't dare repeat what she said ... might shock some of our more modest readers ... but it was plenty. Hope my personal letter in our last issue of BALLYHOO bears fruit, and you'll do like you're supposed to in the future ... Junior. I'm telling you now ... if you continue to send bits and pieces every day they're just going to be filed ... in our circular file. But lets see what we were able to rescue from the hodge-podge which reached us during the past week ...

George is still getting plenty of free time over C H V C on all current attractions ... His I SAW deal still going strong. The Tribune even came through with good scenes on off-theatre pages on G.W.T.W. and SECRET OF THE INCAS.

George mentions a terrific newspaper co-op with P & G Cleaners, but so far we have been unable to find a tear sheet ...

CAPITOL - WELLAND (cont'd.)

It probably came in, in one of his daily letters, but we just haven't time to institute an all-out search ... so my friend, no visual evidence ... no points. Or, maybe this is the deal mentioned last week, for which you were duly credited. You're pretty cute, son, but please ... how about mentioning each of your deals only ONCE ... during the week it happens.

A real bang-up window was set up by Provincial Gas, featuring a 24-sheet, no less, and colour portraits of the stars of G.W.T.W. This really was a terrific eye-catcher. Provincial also ran a fine quarter-page ad headed ... "Your Cooking Worries are GONE WITH THE WIND ... etc." A scene from the pic is used in the background.

Eight good windows were promoted, using the material George scrounged from his dad up in Belleville ... The Tribune carrier boys delivered 2,000 December calendars, and 2,000 good teaser circulars on WHITE CHRISTMAS.

As advance for PRINCE VALIANT, George arranged with Martin's Dairy to have their drivers attach 2,000 milk bottle collars, on their rounds. That's about it ... but take heed of what we've had to say to you Georgie ... if you want full credit for your efforts.

CAPITOL - NORTH BAY

The North Bay Theatre Managers' efforts on behalf of Variety, is Bob's contribution to our P.R. department. I won't go into the whole deal ... there's a big scrapbook on my desk containing all the evidence anyone could possibly wish ... All I knew is that our industry did much to endear itself to the entire citizenry of the district through their "Heart" deal. Makes you sort of proud to be in this business. Congratulations on a terrific job well done, Bob.

CAPITOL - PETERBORO

Well in advance of the feature HELL & HIGH WATER, Len's lobby was alive with navy flags, bunting, banners and good display material borrowed from the local naval station. A large six sheet display was first used in the lobby, then moved to the sidewalk in front of the theatre ... The entire staff wore small banners announcing the coming of the attraction.

A good window in Tem's Travel Agency, tying in with VESUVIUS EXPRESS, and another one in Fuller's Drug store. The Lakefield News "Hidden Names" page still going strong with good mention of the Capitol. Scenes in both the Review and Lakefield News.

.X.X.X.X.X.X.

Well ... suppose we call it a day now ... This has been a pretty hectic week, and I don't want to spill over onto another page ... Besides I want to get this issue out before the week-end, to clear the desk for our Christmas issue. So-o-o ... keep sluggin' guys, and keep our BALLYHOO S.O.S. rolling.

D.E.K.